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ABSTRACT

This booklet has been prepared as a resource guide for professionals in the news business. The tools in this booklet offer new ideas for news stories about African American youth and substance abuse. The facts section offers background on the research that shapes current thinking about alcohol and other drug use. The media strategies section provides concrete tips for each point in the news process, from the first news meeting of the day until the final assignment is completed. The resources and references section identifies a wealth of new sources to broaden news coverage. In reporting on alcohol and other drugs it is easy to focus on the specifics of a particular story and overlook the bigger picture. The story of African Americans and drugs is frequently based on misconceptions and expediency, but research shows that young African Americans, even in low-income areas, are less likely to use alcohol and other drugs than many other youth of the same age. Three national surveys have for years reported lower rates of alcohol and drug use among African American youth. These include two federally funded surveys, the National High School Senior Survey and the National Household Survey on Drug Abuse, and a survey conducted by an Atlanta-based organization, the PRIDE Data on High School Students. Concentrating on use issues alone may obscure the many negative ways alcohol and other drugs affect the lives of African American youth, and these facts, as well as the link between violence and drug use, cannot be ignored. Bearing these research findings in mind, specific strategies are given for producers and assignment editors and reporters. The emphasis is on accurate reporting and avoiding stereotypes that obscure the real damage drugs can do while perpetuating harmful or disrespectful ideas about minority groups. Thirty-three resources are listed for further information. (SLD)

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NEWS MEDIA STRATEGIES FOR REPORTING ABOUT AFRICAN-AMERICAN YOUTH AND THEIR EXPERIENCES WITH ALCOHOL AND OTHER DRUGS

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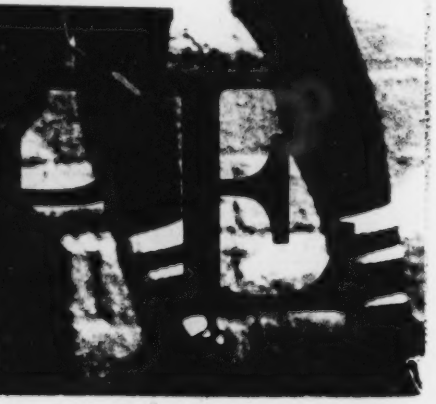

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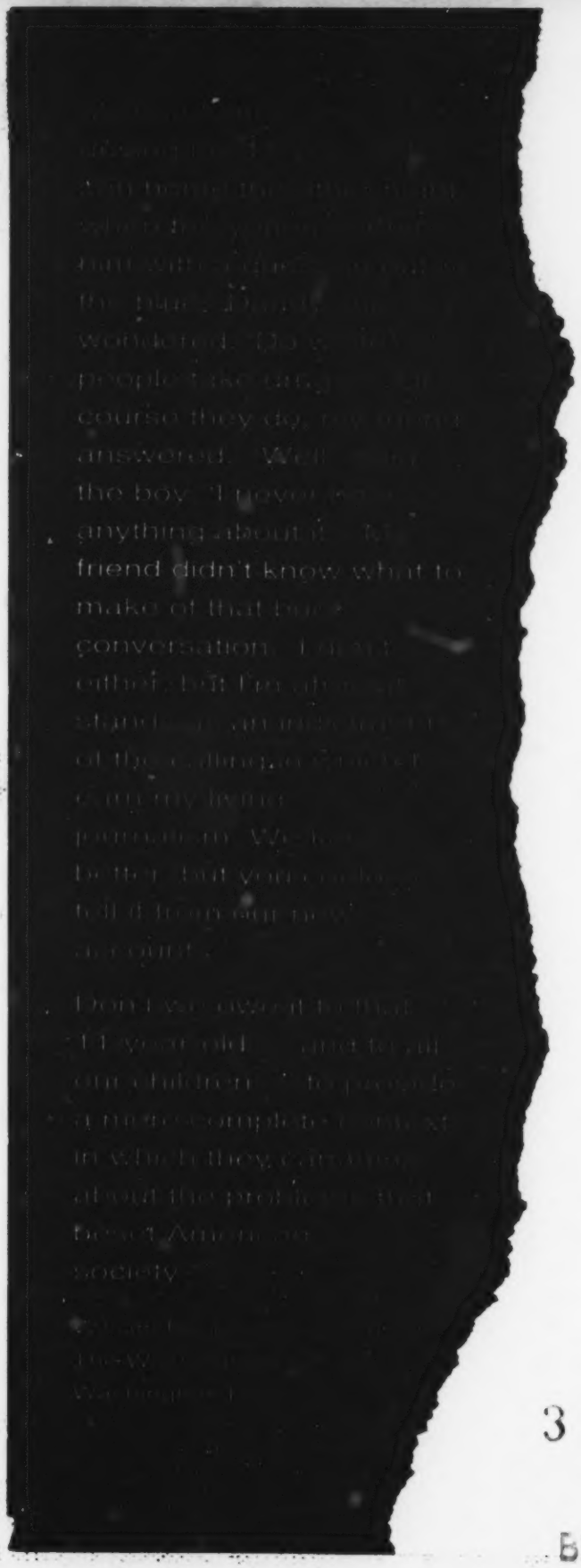

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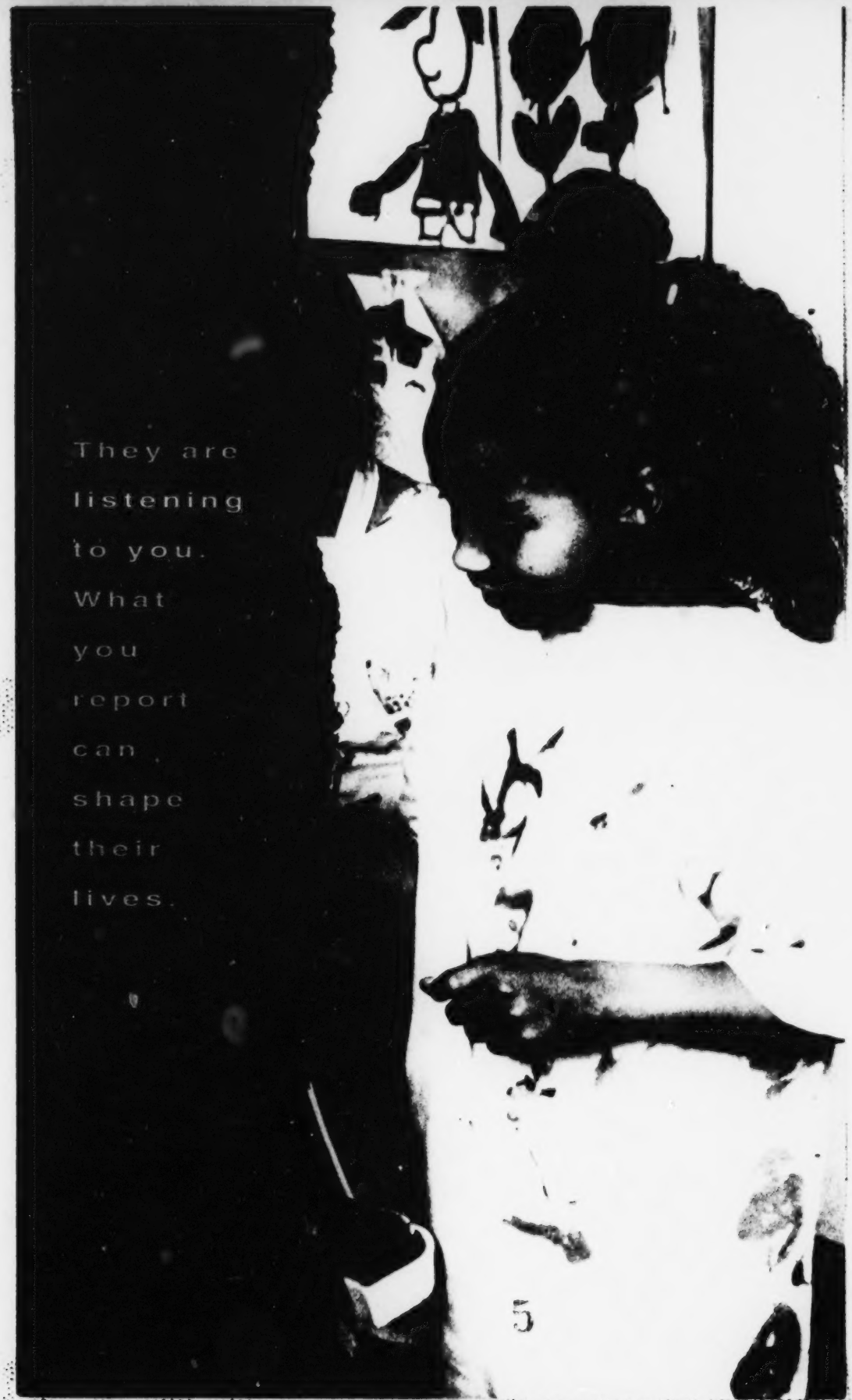

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IS THERE ANYTHING NEW TO SAY?

The Same Old Story

You can see the story in the news every day. Drugs. African Americans. Crime. Violence.

Perhaps you've covered it yourself.

Perhaps you — like viewers and readers everywhere — are tired of the same images, the same sound bites, the fear and the hopelessness.

Perhaps you've begun to realize that there has got to be more to this country's problem with alcohol and other drugs than a picture of African-American youth in trouble.

There is.

A New Approach
This booklet contains some revealing facts, strategies, and resources.

Facts that can help you challenge the stereotypes of the urban drug saga.

Strategies that can help you revitalize your news coverage with credible and competitive stories.

Resources that can help us *all* get a grasp on America's problems with alcohol and other drugs.

How To Use This Booklet

This booklet has been prepared as a resource document for professionals in the news business. Whatever your role in the media — producer, assignment editor, reporter, photographer, or anchor — you can use the tools in this booklet to uncover new stories, new approaches, and new ideas.

First, the *facts section* offers background on the research that shapes current thinking on alcohol and other drug use. The *media strategies section* that follows provides you with concrete tips for each point in the news process — from the day's first news meeting until the final assignment is completed. Finally, the *resources and references* provide a wealth of new sources to broaden your coverage.

In this way, you'll be able to dispel the myths that limit audiences' interest in and responses to news coverage on alcohol and other drugs. And, as a by-product of your work, you will help restore hope to young African Americans by telling a more complete and accurate story of their lives and their world.

"I can't tell you how many times and how many ways I've walked past people who ignore me. I can smile and say hi, and they act like I'm not there. If you're Black and a young male, that's the first count against you. The second count is that everything is negative."

Dennis Carson
Student
Washington, D.C.

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In reporting on alcohol and other drugs, it's easy to focus on the specifics of a particular story and overlook the bigger picture. This section provides an overview of research conducted on alcohol and other drug use by young African Americans. You'll learn about study results that have documented the broader effects of alcohol and other drugs beyond use. In this way, you'll have a frame of reference for the media suggestions that follow in the next section.

WHAT'S THE REAL STORY ON DRUGS AND AFRICAN-AMERICAN YOUTH?

The story of African Americans and drugs is frequently based on misconceptions and expediency. In many people's minds, the young, urban Black male has become synonymous with America's alcohol and other drugs problem.

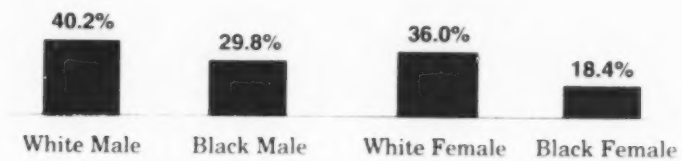
But research shows that young African Americans — even in low-income areas — are less likely to use alcohol and other drugs than many other youth of the same age.

Three national surveys — the major sources of data for tracking usage trends among children and adolescents — have for years reported lower rates of alcohol and other drug use by African-American youth.

National High School Senior Survey[3]
"Monitoring the Future: A Continuing Study of the Lifestyles and Values of Youth" has tracked alcohol and other drug use among 16,000 to 18,000 seniors in approximately 140 high schools since 1975. The survey is funded by the National Institute on Drug Abuse (NIDA) and conducted by the University of Michigan's Institute for Social Research. In analyzing 13 years of data, the Michigan researchers reported that the percentage of African-American seniors using alcohol and other drugs was less than the percentage of White seniors.

Percent of Seniors Who Used Selected Drugs in Last 12 months (1985-89)

MARIJUANA/HASHISH



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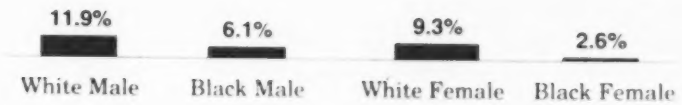

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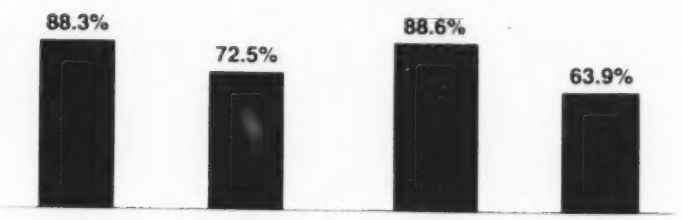

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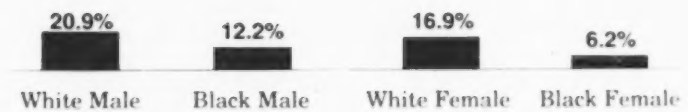
PRIDE Data on High School Students[4]
This survey is conducted by the Atlanta-based Parents Resource Institute for Drug Education, Inc. (PRIDE), established in 1977 as the first national, non-profit prevention organization. PRIDE has the largest database on adolescent alcohol and other drug use in the United States. This survey of 250,000 junior and senior high school students has shown that use by African-American senior high students is consistently lower than that by White seniors.

Total Frequency of Use (by %) of Selected Drugs Senior High School (1990-91)

MARIJUANA



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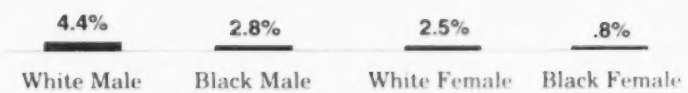

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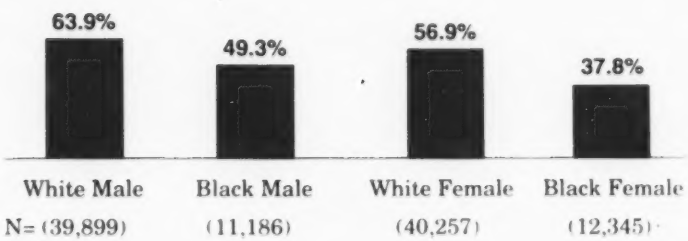


National Household Survey On Drug Abuse[5]

Conducted by the National Institute on Drug Abuse(NIDA), this confidential survey represents the most comprehensive measure of alcohol and other drug abuse in the general population.

"I think (adults) all see us as a bunch of hoodlums. You can sense it from the way they act toward you. You can tell they don't trust you or they're afraid."[6]

Harry Mayo, 16 years old, Washington, DC

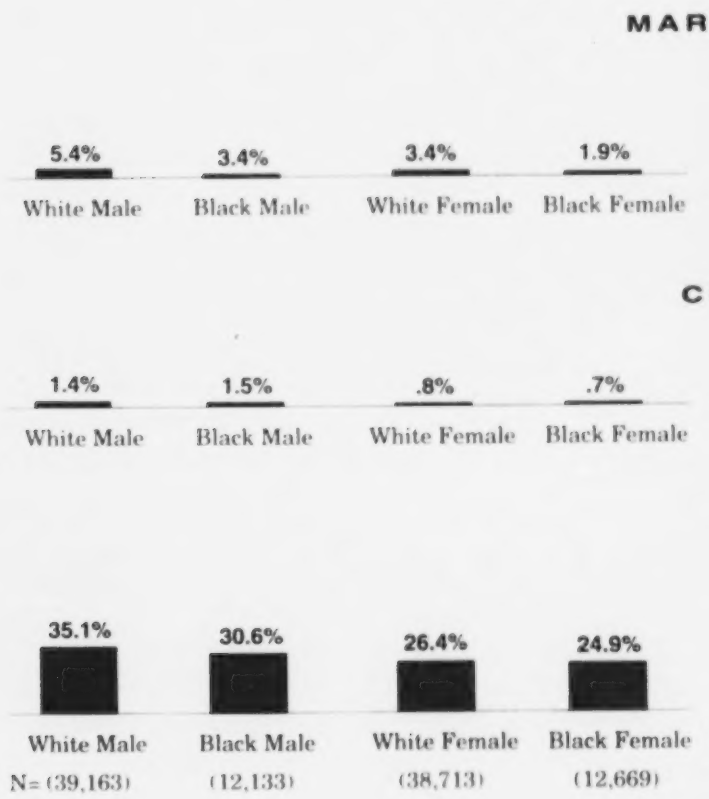
Over the last decade, the Household Survey has consistently shown that the percent of users of alcohol and other drugs among African Americans is lower than among Whites. Data collected in 1991 indicate that White use is dropping closer to the rates reported by African Americans for years and that use among African-American youth is on the rise. Further research is needed to determine whether this increase is the beginning of a trend.

Surveys of Younger Students

Researchers are increasingly turning to younger teens and preteens to document when exposure to, and use of, alcohol and

other drugs start. PRIDE's junior high school results give one indication of low African-American rates.[7] (See graph below.) A review of other national and school-based studies since the mid-seventies offers further evidence of low alcohol and other drug use among African-American adolescents, including the junior high school age group.[8]

Total Frequency of Use (by %) of Selected Drugs Junior High School (1990-91)



These studies demonstrate the need to take another look at the way problems with alcohol and other drugs are portrayed in the media. They suggest a different approach for news coverage of young African Americans — one that recognizes their resiliency in abstaining from alcohol and other drugs, despite overwhelming odds.

"Even if you put all of the concerns about reliability together — dropouts, dishonesty, absentees — you still can't begin to account for the size of the differences between Blacks and Whites... There are still slightly more Blacks than Whites dropping out of schools but those numbers are pretty small now, and most other differences aren't nearly big enough to account for these findings."

Jerald Bachman, Ph.D., Research Scientist, Institute for Social Research, University of Michigan, Ann Arbor, MI

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IS THE RESEARCH RELIABLE?

It's natural to wonder if the surveys miss the very people who are most likely to use alcohol and other drugs, such as the homeless, school absentees, and dropouts, or those who are incarcerated. However, these concerns have been addressed in study designs.

Comprehensive Survey Protocols: The National Institute on Drug Abuse has oversampled African-American and Hispanic populations, increased survey frequency, developed new studies, and expanded existing studies of groups from high-risk environments.[9]

Limited Impact of Dropout Figures: Dropouts are counted in the National Household Survey and other non-school-based surveys. As for school-based surveys, the Department of Education reports that there is less than a 5 percent difference between the dropout rates for Whites and African Americans, suggesting a limited effect on alcohol and other drug use figures reported by race.[10]

Consistent Findings: Low usage rates by African-American youth have been consistently documented in local, State, and national surveys that focus on alcohol use only, other drug use only, or both.[11]

Confidence in Self-Reporting: A number of studies have established the validity of self-reported data. Additional validation comes from the close correspondence between the students' own responses and those of their peers.[12]

What Is The Impact of Alcohol and Other Drugs on African-American Youth?

The reasons for low use among African-American youth are not entirely clear, although research has suggested that school, family, and church are protective factors.[13] Other experts have suggested that an acute awareness of the negative impact of drugs also may discourage use among young African Americans.[14]

However, concentrating on use issues alone can obscure the many negative ways alcohol and other drugs affect the lives of African-American youth.

Pervasive Exposure

Widespread Awareness: In one community study, 85 percent of African-American children were knowledgeable about which illicit drugs were currently being sold on the streets.[15] In fact, more than 90 percent of the children aware of drug-related activity witnessed it on a daily basis.

Targeted Marketing: Incessant exposure to alcohol and other drugs is also a function of advertising. According to the Center for Science in the Public Interest, alcohol and cigarette advertising appears on as many as 76 percent of billboards in low-income, inner-city neighborhoods, compared to only

20 percent of the billboards in middle- and upper-income areas.

High-potency alcoholic beverages like malt liquor — containing from 20 to 100 percent more alcohol than regular beer — are marketed almost exclusively to African Americans. Advertising strategies link drinking with sexual performance, athletic ability, economic power, and social success.[16,17]

Episodic Involvement with The Drug Trade

Low Participation: A common assumption is that many young African-American males are involved in the sale of illicit drugs, although little research exists to substantiate this view.[18] Recent research suggests that involvement by youth in the drug trade is episodic.[19] Indeed, experts have estimated that 80 percent or more of young African-American males — even those residing in the "50 worst blocks of

Washington, DC, New York, and Detroit" — are *not* involved in selling drugs.[20]

Unrealistic Financial Expectations: In areas of low employment, African-American adolescents may be attracted to the drug market by perceived potential economic returns; however, they may be misinformed about the amount of money to be made in the drug market.[21] For example, experts estimate that less than 5 percent of all people who deal drugs have the incomes to afford expensive cars.[22]

"It's difficult to communicate health information if the only time that young African-American males are shown on TV is with their hands tied behind their backs or their blood flowing red down the concrete. It's difficult for us to come to them and say, 'You're valuable, you're important. You ought to take better care of yourself, you ought to save yourself for a future that's potentially glorious and wonderful.' If you have no concept of the possibility of a meaningful future, why in the world would you take steps to preserve or enhance it?" *Reed Tuckson, M.D., President, Charles R. Drew University of Medicine and Science, Los Angeles, CA*

Far-Reaching Victimization

Living in Fear: Interviews with African-American children underscore the devastating impact of alcohol and other drugs on preteens. In contrast to the feelings of immortality typically associated with youth, many of these children reported concerns about not living until adulthood, about being shot, and about not having the chance to become successful in their lives.[23] Parents, too, indicate that their children are being negatively affected by drug-related activities in their neighborhoods.[24]

Danger in the Streets: The children's fears are not unfounded: use of alcohol and other drugs has been linked to violence; and homicides are the leading cause of death for African-American teenagers.[25,26] During 1989, one out of every five African-American homicide victims in Chicago was reportedly between the ages of 11 and 20.[27] The lack of control and safety in the children's own neighborhoods is amplified by the high rate of "Black-on-Black" crime, which accounted in 1990 for 76.3 percent of the crimes reported nationally in African-American communities.[28]

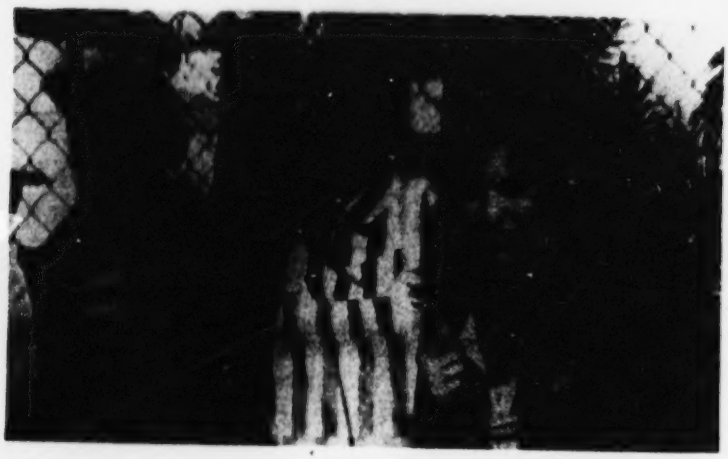
Long-Term Problems

Loss of Resiliency: Once African Americans enter young adulthood, their risk of developing alcohol and other drug-related problems is substantially greater than that of Whites.[29] Institutionalized racism, a lack of educational and economic opportunities, and other problems appear to take their toll

on young adults, increasing their vulnerability to problems with alcohol and other drugs.[30]

Greater Unemployment: Young adults who are unemployed are twice as likely to use illicit drugs.[31] With an unemployment rate more than double that of young White adults, African Americans, ages 18-24, may be especially susceptible to higher drug use.[32]

Lack of Access to Treatment Programs: African Americans face unique barriers to



successful completion of treatment for addiction problems. These can include the lack of insurance coverage and affordable programs, long waiting lists, as well as

cultural barriers in programs that are not geared toward the needs of their communities.[33]

"It's common to see alcohol and drug abuse differently depending on how close they hit to home. If White children suffer from drug and alcohol addiction, there's the tendency to label that problem a disease. When African-American children suffer from substance abuse problems, they are labeled as criminals. I think the media contributes to this stereotype and thus perpetuates a misguided fear." *Peter Bell, Founder, Institute on Black Chemical Abuse, Minneapolis, MN*

Disproportionate Health Problems: African Americans who use alcohol and other drugs experience much higher rates of serious health problems than do other groups. For example, the death rate from liver cirrhosis is nearly twice as high for African Americans as for Whites; in the 25-34 age group, it is 10 times as high in some cities.[34]

WHAT ABOUT THE VIOLENCE?

No one expects the media to ignore the drugs, the crime, and the murders in our inner cities. But with each news report, a web of issues — far more complex than drugs alone — often gets pushed to the background. It's easier to stay focused on the end result instead of examining the conditions that breed the violence.

"Because African-American youth in urban areas are often unable, by way of society's normal channels, to acquire power through education and meaningful employment, they often resort to using guns. There's also a lack of spiritual involvement . . . they have become insensitive to life. So, when these factors are combined — guns, power, and insensitivity — violence results." *Walter B. Ridley, Director, Department of Corrections, Washington, DC*

Without question, alcohol and other drug use has been linked to violent acts.[35] However, experts report that an increasing amount of the violence is <u>not</u> drug-related. For example, in Washington, DC, the proportion of killings classified by police as related to illicit drugs fell from 66 percent in 1988,

to 52 percent in 1989, to 35 percent in 1991.[36] As the violence grows in and of itself, it becomes clear that we must look beyond the influence of alcohol and other drugs. We need to examine how a combination of poverty, high unemployment, limited education, low self-esteem, poor conflict management skills, and adoption of materialistic values may produce a social context where violence is the method of choice for resolving disputes.

"We need to make violence a public health issue, just like drunk driving, just like heart disease, just like AIDS. We spend a lot of time trying to change people's behavior to prevent heart disease. We have to do the same thing with violence and take a new multidisciplinary approach that introduces youths to new ways of managing anger and resolving conflicts constructively. We must deliver the message that anger can be used to solve problems and that violence can be prevented." *Deborah Prothrow-Stith, M.D., Assistant Dean, Harvard School of Public Health, Boston, MA*

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The measure of satisfactory news coverage is almost always linked to readership rates, viewer figures, and advertising revenues. Ultimately, though, the success of news coverage is based on timely, accurate stories — stories that keep audiences tuning in and reading on instead of searching for alternative news sources. There's a role for everyone in the media to make coverage of alcohol and other drugs fresh, useful, and credible.

FOR PRODUCERS AND ASSIGNMENT EDITORS: SHAPING THE DEFINITION OF FAIR AND TRUTHFUL COVERAGE

- Reorienting news coverage about alcohol and other drugs will happen only if there is a commitment from those who decide what gets covered, when, and for how long. There are many ways to improve your coverage besides squeezing in an additional feature story. The following steps can help you develop new approaches for your newscast or newspaper and help set the tone for everyone's efforts:

Diversify Your News Staff
A staff of varied ethnic backgrounds provides an inherent "check and balance" to the overall choice and content of stories. The input from such a staff can help protect your stories from the gaffes that lead to accusations of cultural insensitivity.

Create a Multi-Ethnic Experts Directory
While many news organizations put a priority on featuring a wide range of experts, reporters should be challenged to seek out experts of various races regardless of the topic. For example, if African Americans are consulted only about African-American issues, audiences (particularly young children) will come to the conclusion that African Americans are knowledgeable about only one subject — African Americans. An office-wide directory can offer positive role models of all races for your audiences.

Analyze the Content of Your News Coverage
Look at the stories told, the pictures shown, the people interviewed, and the conclusions drawn. Any repetition that you observe is surely seen by your audience as well. Ask if your product truly captures the reality of life for everyone in your viewing or reading area. Challenge your staff to take new approaches to old stories and identify new stories.

Develop a Culturally Sensitive Editorial Policy

Creating an editorial policy that clearly defines how to approach culturally sensitive issues could help everyone involved in the news production process. The best test of such a policy may be that it refutes stereotypes of all kinds. One component may be to institute a consistent policy about reporting on age. For example, the age of an African-American teenager involved in a crime is often emphasized far more than it would be in the story of an adult; this inconsistency can lead your audience to unconsciously associate African-American youth with crime.

Another race stereotype is the focus on alcohol and other drug issues as a primarily African-American problem. This view has made it difficult for prevention experts to garner the attention and support of White parents and communities to fight the very real problems that White youth have with alcohol and other drugs.

Activate a Community Network

Restraints on resources usually limit the amount of time a reporter can spend looking for the unsung heroes and accomplishments in communities. Form a community network; let your audiences know you are counting on them to help you identify the stories that are important to their

communities. Soliciting recommendations also puts you in a better position to identify new trends and new leaders as they develop.

"Self-esteem and a child's behavior are very closely correlated. A child with low self-esteem not only lacks self-confidence about what they can do... they may feel negative about themselves and then engage in self-destructive behavior....

"If you keep watching the media and keep getting negative images back without enough positive images, particularly when they talk about 'the real world' as they do in the news, that's going to reinforce the negative images you have of yourself and your community." *Alvin Poussaint, M.D., Psychiatrist, Harvard Medical School , Boston, MA*

Explore the Issues in Other Ways

The typical drug story is a 90-second clip that has little time for anything but a recitation of events — events that seem to blur into yet another picture of a young African-American male in trouble. But time and space constraints only emphasize the importance of using other avenues to tell the larger story. Interviews, profiles, news analyses, features, special reports, editorial opinions, panel discussions — all of these can be used to get beyond the police report and expand the discussion on alcohol and other drugs.

FOR REPORTERS: INVESTIGATING TO GAIN FRESH INSIGHTS

Deadlines are often mentioned as the greatest threat to approaching stories from new angles. But an even more insidious threat to quality coverage may occur when reporters unquestioningly accept the assumptions underlying certain stories.

The following tips may help you gain fresh insights even when faced with ever-present deadlines.

Avoid Detrimental Labels

African-American children living in high-risk environments have come to be described in overwhelmingly negative or pessimistic terms: "living in a war zone," "children under siege," and "endangered species."

While the media's extensive and often graphic coverage has created an urgency for action, a concern arises about the extent to which the African-American community, particularly African-American children, is being stigmatized. The repetition of these terms can produce a "victim mentality," reducing the hope and expectations that are the right of every child. An impression is left that drug use is rampant and beyond solution. This can add to feelings of fear and vulnerability among urban youth.

Use Reliable Data
It is no longer enough to provide anecdotal evidence; an increasing amount of well-researched information about alcohol and other drugs is at your disposal. National and local surveys are updated regularly. The latest figures and trends are available from agencies in your area responsible for providing services for alcohol and other drug problems. Or call the Center for Substance Abuse Prevention's National Clearinghouse for Alcohol and Drug Information at 1-800-729-6686.

Tap Into Fresh Community and Government Sources
Too often, the only authorities seen in drug stories are police officers. But there are other authorities in the field of alcohol and other drugs who have knowledge of prevention, intervention, and treatment issues. As the resource list at the end of this booklet suggests, a wealth of experts can help you expand the story of alcohol and other drugs into one that moves beyond law enforcement. Tapping into these experts also offers the chance to highlight African Americans in other roles besides victim or criminal.

Seeking out new voices is important in your choices for "man on the street" interviews. Before setting up an interview, ask yourself why you are planning to feature an

individual of a certain race. Does choosing a person of another race truly change the meaning of the story — or would it help break down stereotypes and faulty assumptions? The extra legwork required to find new people to interview can lead to more compelling stories.

"Better, more sensitive coverage of diverse communities and different cultures should inevitably translate into a better product and bigger audiences. It's good business and it's in the public interest." *Carole Simpson, Senior Correspondent/ Anchor, ABC News, Washington DC*

Balance Coverage To Investigate the Positive

No one expects reporters to give up their job of covering newsworthy events, which often means tragedies, scandals, and other surprises. But what about the news value of challenging stereotypes and investigating the hidden story — the story of the majority of African-American youth who are not using drugs? Breaking the cycle of negative reports will help your audience sit up and pay attention. Doing these stories more frequently also will help prevent another problem: the assumption by your audiences that a positive African-American accomplishment or story is an aberration.

ALTERNATIVE STORY IDEAS

The focus on the *use* of drugs has limited the way audiences see the impact of and solutions to alcohol and other drug use problems. Presenting other perspectives can stir new interest among your audience and add creative approaches to your coverage. Consider the following topics as a starting point for your own ideas:

Financial/Business Stories

- Targeted Advertising Toward African Americans: Its Impact
- Bringing Down the High Unemployment Rate Among African-American Males
- Alternatives to Low-Paying Service Jobs
- Inner-City Training Programs
- Business Sponsorship of Inner-City Programs

Community Efforts To Change Environment and Policy

- Community Watch Programs
- Anti-Alcohol and Tobacco Billboard Campaigns in Inner Cities
- Community Legislative Efforts Regarding the Alcohol Beverage Tax
- Local Efforts To Control Underage Drinking
- Community Campaigns to Combat Racially Targeted Marketing of Alcohol and Tobacco Products

Trends and Statistics

- Changing Attitudes Toward Availability of Illicit Drugs
- Findings Concerning Younger Students from Expanded Alcohol and Other Drug Use Surveys
- Comparisons of the Impact of Alcohol and Other Drugs on African-American Youth Versus Other Youth

Culturally Sensitive Prevention Programs For Youth in High-Risk Environments

- Male Responsibility Programs
- Rites of Passage Programs
- Afrocentric Artistic and After-School Programs
- Mentorship Programs
- School Peer Support Groups

Other Innovative Prevention and Treatment Programs

Programs that include:

- Childcare
- Culturally Sensitive Counseling
- Parent Education
- Innovative Financing
- Alternatives to Alcohol and Other Drugs
- Community Education/Outreach Programs
- Programs That Address Barriers to Treatment

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WHAT DIFFERENCE CAN YOUR COVERAGE MAKE?

Most reporters would strongly agree that it is not their job to solve this country's alcohol and other drug use problems or to provide an unrealistically optimistic picture of complex issues. However, by reporting in a balanced and accurate manner, your coverage of African-American youth offers these children what may be their most concrete vision of hope for their world and their future.

You Can Reach the Children — and the Rest of Us

They're listening to you. The African-American children in the cities, the policymakers from the suburbs — their pictures of the world frequently come from what you say is news.

For example, Arbitron concluded that African-American households view considerably more television than other households.[38] As for other Americans, who may rarely or never venture into the inner cities or talk to the experts and researchers personally, the accuracy of your portrayals is their only source of information.

You Can Change Attitudes — And Create Opportunities

...by Creating Effective Messages: The Center for Substance Abuse Prevention has found that media messages have proven to be effective in reducing the incidence of some types of drug-use problems.[39]

...by Building Images of Resiliency: Experts have identified high self-esteem as one of the protective factors contributing to low usage rates and resiliency among African-American youth.[40] Other factors include remaining in school, strong family bonds, strong religious beliefs, employment, and adequate coping and social skills. Every time you present these traits in your stories, you reinforce to African-American youth that their lives have value and encourage their abstention from alcohol and other drugs.

"Besides love, the most precious gift of childhood is hope — hope that the world is a good place and that the future is worth looking forward to. We must reach these children while they are still children and show them positive and safe ways to grow. We must instill in them the hope that their lives have possibilities long after their childhood is gone." *Madeline Cartwright, Principal/Parental Involvement Specialist, Philadelphia School District, Philadelphia, PA*

"I feel like I have to prove I'm not a deadbeat or a shiftless or lazy person....I have to be a person who gives them an example of a Black male who can be smart and excel.

"If I can change one person's mind, then that person can tell someone else that they know a black male who is positive, and then that person can tell another. It's like planting a seed."[37] *Imani Scope, 15 years old, Washington, DC*

...by Inviting New Understanding and Solutions: More balanced coverage can challenge the images that others have of African Americans, thereby reducing the stereotypes that may arise from ignorance. When you share the truth about African-American youth — their abstinence from alcohol and other drugs and their high school graduation rates, for example — your stories gain a special hook and become compelling instead of overwhelming. This may lead your audience to get involved instead of giving up.

CONCLUSION

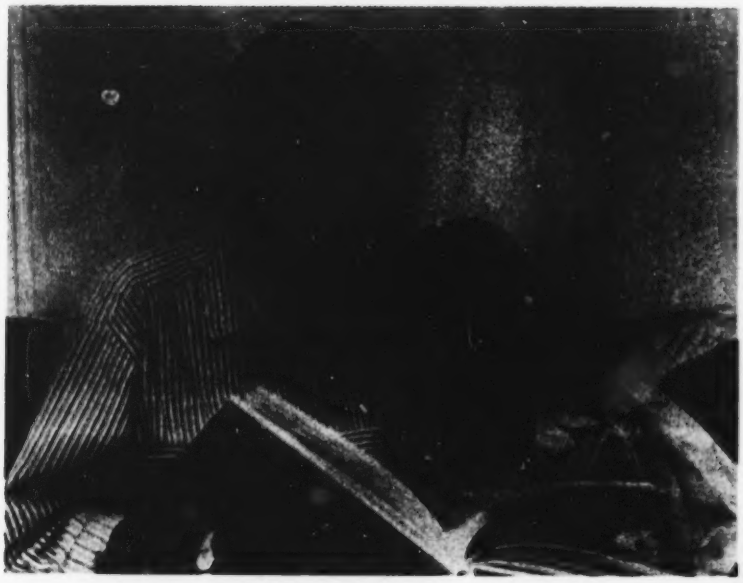
"...the impact upon our youth of the barrage of these negative depictions is dramatic and damaging — both conveying that drug-related use, enterprise, and delinquency are the norm in the African-American community, and that drug-related lifestyles are somehow glamorous and desirable. Of course, the counter-message we must share effectively with our youth is that neither conclusion is accurate." *The Reverend Kenneth Robinson, M.D., Memphis, TN*

You Can Help Restore Hope

In a an urban African-American community study, two out of every three adults reported that they could do nothing about the presence of drug-related activities in the community.[41]

But some individuals have taken action and created programs to change their lives and their communities. By reporting on these people and their successes, you can instill enthusiasm and motivation for more people to take control and create solutions.

In providing your audiences with professional and accurate news coverage, you can help us all to refute existing negative stereotypes and to change the impact of alcohol and other drugs on our young people.



"We can and we must mobilize every part of our society — schools, government, churches, businesses, and the media — to replace assumptions with facts, to change apathy to action, and to create a world where each child sees a successful future ahead completely free of the problems associated with alcohol and other drugs." *Elaine M. Johnson, Ph.D., Acting Administrator, Alcohol, Drug Abuse and Mental Health Administration, Rockville, MD*

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RESOURCES FOR THE MEDIA

Government

CSAP's (Center for Substance Abuse Prevention) National Clearinghouse for Alcohol and Drug Information
P.O. Box 2345
Rockville, MD 20852
(800) 729-6686

CSAP's RADAR Network (Regional Alcohol and Drug Awareness Resource)
National Clearinghouse for Alcohol and Drug Information
P.O. Box 2345
Rockville, MD 20852
(800) 729-6686

Department of Education
Drug Planning and Outreach Staff
400 Maryland Avenue, SW
Washington, DC 20202
(202) 401-3030

Department of Housing and Urban Development (HUD)
Drug Information and Strategy Clearinghouse
P.O. Box 6091
Rockville, MD 20850
(800) 245-2691

Drugs and Crime Data Center and Clearinghouse
P.O. Box 6000
Rockville, MD 20850
(800) 666-3332

National Institute on Drug Abuse
5600 Fishers Lane
Rockville, MD 20857
(800) 662-4357

Office of Disease Prevention and Health Promotion
Public Health Service
Mary E. Switzer Building
Room 2132
330 C Street, SW
Washington, DC 20201
(202) 472-5370

Office of Minority Health Resource Center
P.O. Box 37337
Washington, DC 20013
(800) 444-6472

Private

Boys and Girls Clubs
of America
771 First Avenue
New York, NY 10017
(212) 351-5900

Center for Science
in the Public Interest
1875 Connecticut Ave.,NW
Suite 300
Washington, DC 20009
(202) 332-9110

Children's Defense Fund
122 C Street, NW
Washington, DC 20001
(202) 289-3663

Congress of National
Black Churches
1225 Eye Street, NW
Suite 750
Washington, DC 20005
(202) 371-1091

Cork Institute on
Black Alcohol and
Other Drug Abuse
c/o Morehouse School
of Medicine
720 Westview Drive, SW
Atlanta, GA 30310
(404) 752-1779

Institute for the Advanced
Study of Black Family Life
and Culture
155 Filbert St., Suite 202
Oakland, CA 94607
(415) 836-3245

University of Michigan
Institute for Social Research
News and Information Service
412 Maynard Avenue
Ann Arbor, MI 48109
(313) 747-1847

Institute on Black
Chemical Abuse
2616 Nicollet Avenue South
Minneapolis, MN 55408
(612) 871-7878

LINKS Foundation, Inc.
1200 Massachusetts Ave., NW
Washington, DC 20005
(202) 842-0123

Marin Institute for the
Prevention of Alcohol and
Other Drug Problems
24 Belvedere Street
San Rafael, CA 94901
(415) 454-5962

National Association of
Black Psychologists
P.O. Box 55999
Washington, DC 20040
(202) 289-3663

National Association of
Black Social Workers
7430 2nd Avenue
Suite 418
Detroit, MI 48202
(313) 836-0210

National Association of State Alcohol and Drug Abuse Directors
National Prevention Network
444 North Capitol St., NW
Suite 462
Washington, DC 20006
(202) 783-6868

National Black Alcoholism and Addictions Council
1629 K Street, NW
Suite 802
Washington, DC 20006
(202) 296-2696

National Black Child Development Institute
1463 Rhode Island Ave., NW
Washington, DC 20005
(202) 387-1281

National Council on Alcoholism and Drug Dependence
12 West 21st Street
New York, NY 10010
(800) NCA-CALL

National Crime Prevention Council
1700 K Street, NW
2nd Floor
Washington, DC 20006
(202) 466-6272

National Families in Action
2296 Henderson Mill Road
Suite 300
Atlanta, GA 30345
(404) 934-6364

National Medical Association
2041 Georgia Avenue, NW
Washington, DC 20060
(202) 636-6974

National Minority Health Association
6255 Sunset Boulevard
Room 1906
Los Angeles, CA 90028
(213) 469-2029

National Pan-Hellenic Council, Inc.
I.M.U. #30
Bloomington, IN 47405
(812) 855-8820

National Parents' Resource Institute for Drug Education, Inc. (PRIDE)
The Hurt Building
Suite 210
50 Hurt Plaza
Atlanta, GA 30303
(404) 577-4500

National Urban League
500 E. 62nd Street
New York, NY 10021
(212) 310-9000

National Youth Sports Coaches Association
2611 Old Okeechobee Road
West Palm Beach, FL 33409
(407) 684-1141

Scott Newman Center
6255 Sunset Boulevard
Room 1906
Los Angeles, CA 90028
(213) 469-2029

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BY OUR OWN HAND

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"Media are very important and the medium of television is particularly important to low income and minority youngsters because it's their window to the world, it's their way of seeing themselves portrayed."

Dr. Gordon Berry, University of California at Los Angeles

"When I see this on TV, it kind of makes me mad because they always show the negative things that Black people are doing in the community, you know, and some people are doing some good things like me, myself . . . "

Omari Simmons, age 14, Los Angeles

"There's a lot of strength in this community, there's a lot of resiliency in this community and with assistance, a lot more can be done to address the problem. It's not a hopeless situation."

Dr. Elaine Johnson, Substance Abuse and Mental Health Services Administration

"Try to focus on the good points of what young Black people are doing — not only the young Black people, but what all teens are doing. Because, you know, we are the future."

Linda House, age 18, New Orleans

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